

Rep Order#	6839902	Ver#	1	Status	New	Traffic Order#	08/09/2012 3:21 PM	1 of 3
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Last Received: 08/08/2012 4:55 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2726
Buyer Ben Angle
Phone#
Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2726
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS SC=*

---REMARKS---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$9400
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/29-08/29	1	1	1	\$500.00	
Rating: 4.2												
	5	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/28-08/28	1	1	1	\$125.00	
Rating: 2.1												
	7	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	09/03-09/03	1	1	1	\$125.00	
Rating: 2.1												
	11	SU	3P-6P	DEUTSCHE BANK GLF	:30	\$250.00	09/02-09/02	2	1	2	\$500.00	
Rating: 1.3												
	12	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/28-08/28	1	1	1	\$900.00	
Rating: 4.4												
	14	TH	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/30-08/30	1	1	1	\$900.00	
Rating: 4.4												
	16	M	5P-530P	WAVY NEWS10-5	:30	\$900.00	09/03-09/03	1	1	1	\$900.00	
Rating: 4.4												
	17	TU	6P-630P	6PM NEWS	:30	\$1,500.00	08/28-08/28	1	1	1	\$1,500.00	
Rating: 6.9												

EC'd Yes Last Received: 08/08/2012 4:55 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm
Advertiser () RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office () PHILADELPHIA
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2726 Agency C/P1/P2/E 128/216/2726 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	18	M	6P-630P	6PM NEWS	:30	\$1,500.00	09/03-09/03	1	1	1	\$1,500.00	
Rating: 6.9												
	20	SA	7P-8P	ENT TONITE60 W	:30	\$200.00	09/01-09/01	1	1	1	\$200.00	
Rating: 2.0												
	22	M	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	09/03-09/03	1	1	1	\$1,200.00	
Rating: 5.0												
	23	W	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/29-08/29	1	1	1	\$350.00	
Rating: 2.7												
	24	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/31-08/31	1	1	1	\$350.00	
Rating: 2.7												
	25	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	09/03-09/03	1	1	1	\$350.00	
Rating: 2.7												

---REPORT TOTALS---
Report Totals: 15 / \$9,400.00

---SALES MONTHLY TOTALS---
Sep 12: 15 / \$9,400.00
Sales Totals: 15 / \$9,400.00
Station Totals: 15 / \$9,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$22,927 CATV 0% WAVY 41% WGNT 1% WPXV 0% WTKR 21%

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WTVZ	2%	WVBT	11%	WVEC	24%
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---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

--- CREDIT RISK ---
CASH IN ADVANCE